

(19) World Intellectual Property
Organization
International Bureau



(43) International Publication Date
19 February 2004 (19.02.2004)

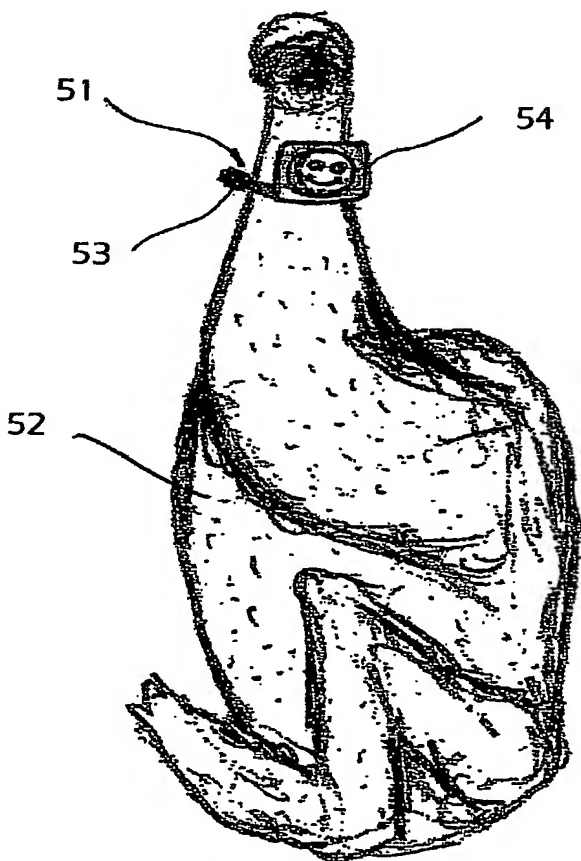
PCT

(10) International Publication Number
WO 2004/015655 A3

- (51) International Patent Classification⁷: **G09F 23/00**
- (21) International Application Number:
PCT/IL2003/000638
- (22) International Filing Date: 4 August 2003 (04.08.2003)
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data:
60/400,710 5 August 2002 (05.08.2002) US
- (71) Applicant (for all designated States except US): **HOLO-POINT LTD.** [IL/IL]; M.P. Hafer, 38100 Granot (IL).
- (72) Inventors; and
- (75) Inventors/Applicants (for US only): **SAR-EL**, Israel [IL/IL]; 16 Mintz Street, 69512 Tel-Aviv (IL). **YARDENI**, Amos [IL/IL]; 5 Ha'Shomrim Street, 36034 Kiryat Tivon (IL).
- (74) Agents: **EITAN, PEARL, LATZER & COHEN-ZEDEK** et al.; 2 Gav Yam Center, 7 Shenkar Street, 46725 Herzlia (IL).
- (81) Designated States (*national*): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NI, NO, NZ, OM, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.
- (84) Designated States (*regional*): ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PT, SE, SI, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

[Continued on next page]

(54) Title: MEANS AND METHOD FOR MARKING PRODUCTS



(57) Abstract: A method of exploiting bands (tie cables) (31) attachable to food products (52) for marking said products for attesting to their authentication, wherein in the preferred configuration of the invention, the band includes a hologram (64) secured to it, and also a device that enables industrial application of the method as well as an array that enables implementation of the invention as an "add on" unit to existing food processing production lines, wherein these production lines comprise a conveyer (1012), alongside whose length the products intended to be marked are advancing and handled, and this - by driving the marking assembly at a speed that is substantially equal to the speed of the conveyer upon which the products move, and executing the marking by using bands (optionally with attached holograms) while the conveyer is in motion at its normal speed and without interfering with its normal throughput / yield.

WO 2004/015655 A3



Published:

- with international search report
- before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

(88) Date of publication of the international search report:
24 March 2005

INTERNATIONAL SEARCH REPORT

International application No.

PCT/IL03/00638

A. CLASSIFICATION OF SUBJECT MATTER

IPC(7) : G09F 23/00

US CL : 40/637

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

U.S. : 40/637, 1.5; 198/341.05

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
EAST hologram or holograph**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2,189,026 A (DIETZE) 6 February 1940 (06.02.1940), page 1 line 22 - page 2 line 64).	1, 2, 3, 5
---		-----
Y		4, 6-19, 26
Y	US 3,021,630 A (SWETT, Jr) 20 February 1962 (20.02.1962), column 2 line 39-column 3 line 48.	4, 7-9, 17-27, 29, 30
Y	US 4,956,040 A (FRY) 11 September 1990 (11.09.1990), column 2 lines 25-32.	6-16, 18
Y	US 3,283,918 A (DEVOL) 8 November 1966 (08.11.1966), column 3 line 71 - column 9 line 19.	20-27, 29, 30

☐ Further documents are listed in the continuation of Box C.☐ See patent family annex.

* Special categories of cited documents:

"A" document defining the general state of the art which is not considered to be of particular relevance

"E" earlier application or patent published on or after the international filing date

"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)

"O" document referring to an oral disclosure, use, exhibition or other means

"P" document published prior to the international filing date but later than the priority date claimed

"T"

later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention

"X"

document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone

"Y"

document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art

"&"

document member of the same patent family

Date of the actual completion of the international search

11 December 2004 (11.12.2004)

Date of mailing of the international search report 08 FEB 2005

Name and mailing address of the ISA/US

Mail Stop PCT, Attn: ISA/US

Commissioner for Patents

P.O. Box 1450

Alexandria, Virginia 22313-1450

Facsimile No. (703) 305-3230

Authorized officer

Joanne Silbermann

Telephone No. 703-308-2168